



Santa Rosa County Tourist Development Office
8543 Navarre Parkway
Navarre, FL 32566

Local Event/Marketing Application

Any organization requesting funding will be required to complete this form

Applicant Organization Navarre Beach Snowbirds Club
Contact Person T.J. Groulet Title Director
Organization Address 7774 Navarre Parkway #1209
City Navarre State FL Zip 32566 Phone (850) 774 8355
Email Address: navarrebeachsnowbirdsclub@gmail.com Web Address: Navarrebeachsnowbirdsclub.com
Cell (850) 776 8355 Organization IRS Status LLC

Name of Event or Project: Navarre Beach Snowbirds Club

Has this project received grant funding from the SRC Tourist Development Council in the past? NO

If yes, when and how much and what year? _____

If yes, what is the room history of the event? # of rooms _____ # of nights _____

2016/2017 Event Request Details

Location of Event or Project: Navarre + Navarre Beach - SEE Attached

Date(s) of Event or Project: Jan 2017 - March 2017

Detailed Explanation of the Project: SEE Attached

Total Budget of Event: \$ 5,800

(A budget with anticipated revenue and expenses is required upon submittal of application)

Amount Requested: \$ 3,300

Intended use of Funds: SEE Attached

Match Provide by Organization

In-kind description: Website, hosting, email marketing, graphic design, online mktg

Value of in-kind: \$ 2,000 Match dollars provided by your organization: \$ 500

In- Kind Definition – Make up of something other than money; (of payment) given in the form of goods or services and not money.

Projected Attendance: 500 + Projected Number of Out of Town Visitors: 500 +

What are the goals and objectives for this event for which you are applying for:

The goal of the Snowbirds Club is to promote Navarre Beach to potential winter guests and promote SRC businesses, attractions + activities to current guests.

Describe how the effectiveness of this event will be measured:

We will conduct satisfaction surveys and work with lodging partners to gauge year over year retention + growth.

How will the event/project benefit tourism in Santa Rosa County?

Increase winter guests next year and retain current guests year over year.

What are the demographics of your targeted attendees (i.e. families, professionals, youth, etc. plus other demographic information as available):

Snowbirds

Anticipated number of vendors: 40-50

Will you survey the participants to capture data: Yes

If no, how do you intended to collect data for reporting purpose: _____

Overall Value of Snowbirds to Navarre Beach

6

Estimated Bed Tax Calculation

Estimated Number of Visitor Rooms: 400

X

Estimated number of nights: 60

X

Estimated Room Rate per Night*: 50

$$= \$1,200,000 \times .05 = \$60,000$$

Estimated Total Bed Tax Generated

*Use the following estimated rental rates to calculate bed tax estimates

- Spring (March 1-Memorial Day): \$151 per night
- Summer (Memorial Day – Labor Day): \$188 per night
- Fall (Aug. 31 – Nov. 1): \$118 per night
- Winter (Nov. 1 – Mar. 1): \$95 per night

Estimated Sales Tax Calculation

Estimated Number of Visitors: 400

X

Average Spending per out-of town visitor per day including transportation:

\$110

X

Estimated Number of Days In County: 60

$$= \$2,640,000 \times .065 = \$171,600$$

Estimated Total Sales Tax Generated

Total Potential Tax Impact

Total Estimated Bed Tax Generated (from calculation above): \$ 60,000

Total Estimated Sales Tax Generated (from calculation above): \$ 171,600

Total Estimated Tax: \$ 231,600

Describe how financial resources will be monitored

Standard accounting practices, quickbooks, digitized files.

Are lodging partners offering a special rate for this Event? ___Yes XNo

Will lodging partners provide room night verification after this Event? ___Yes XNo

How will information about room nights actually booked for this Event be obtained (e.g. lodging partner reports, registration roster, visitor survey, ticket sales)?

Guest surveys, reports from lodging partners

If this is **NOT** a new event, what efforts are being made to grow the event to increase the number of overnight visitors from the previous year?

We are adding more activities for 2017, more coordination with Senior Center and increased venue size for expo with more vendors, more advertising and more prizes.

Please use the space below to add any additional event information:

SEE ATTACHED

Estimated Budget

Projected Income

	CASH	IN-KIND	
Entry Fees (participants)			
Admissions (spectators)			
Sales (merchandise, etc.)			
Sponsorships	\$500	\$1,000	
Other			
Local Event Marketing Funding	\$3,300		TOTAL INCOME
TOTAL	\$3,800	\$1,000	\$4,800

Projected Expenses

	CASH	IN-KIND	
Contracted officials			
Operations		\$1,000	
Rentals/Equipment	\$1,800		
Food and Beverage	\$500		
Merchandise for Sale			
Souvenirs/Giveaways	\$500		
Print Marketing	\$1,000		
Online Marketing		\$1,000	
Television Marketing			
Radio Marketing			
Direct Mail Marketing			
Direct Sales Marketing			
Florida's Playground-Branded Promo Items/Prizes			
Site Fees			
Sanction Fees			
Concert/Performance Fees			
Other			TOTAL EXPENSES
TOTAL	\$3,800	\$2,000	\$5,800

Navarre Beach Snowbirds Club is entering its 3rd season and has already shown to be effective at increasing visits from neighboring county Snowbirds and improved guest satisfaction of existing Snowbirds.

Navarre is behind neighboring areas like Ft Walton Beach, Destin, Pensacola Beach, Gulf Shores and Orange Beach who have all had active Snowbird Clubs for decades. In order for Navarre Beach to compete with those destinations, we need to provide our winter guests with amenities and activities.

We are requesting TDC support in the amount of \$3,300 for the 2017 season. We expect as our club grows, that we will be able to increase money raised through sponsorships and member fees. For the last two years, the club has operated with support and donations from Hidden Creek Golf Course and TJ Goulet along with donations of prizes and gift certificates from local businesses. The long term goal is to have a club that generates enough income through member dues, sponsorships and activity to sustain itself.

Planned Activities:

- Club Assembly & Socials at the Holley-Navarre Senior Center in Jan, Feb & Mar to distribute information, socialize and promote local events and activities.
- 4th Annual Navarre Beach Snowbirds Social & Business Expo – we have doubled the size of this event over the last 3 years and it is the largest Snowbird event in Santa Rosa County. We are moving this event from Hidden Creek to the Navarre Conference Center to allow for more vendors, more guests and an improved experience. We also want to purchase a Grand Prize for our raffle along with the many prizes donated by our vendors. Attendance was 175 in 2014, 275 in 2015 and 325 in 2016. We expect with our increased ad budget, larger venue and adding to the raffle prizes, we can have over 500 visitors to this event.
- 2nd Annual Sweethearts Dance in February at Juana's Club Pagoda. Last year we had 50 attendees.
- 2nd Annual Senior Golf Scramble at Hidden Creek in March. Last year we had 64 players.
- Card and game groups meeting weekly
- Snowbird Monday's at Hidden Creek with golf & lunch for a discounted price and Snowbird Memberships & 10 Round Cards
- We are working with Carnival Cruise to put together a Navarre Beach Cruise Club that will sail out of Mobile. Success TBD.

Budget – Planned use of TDC Funds (\$3,300):

- \$500 to Senior Center for use of building for club meetings and use of facility by members during season.
- \$1,000 – Print Advertising
- \$850 Conference Center Rental & Water/Tea for Expo
- \$500 Grand Raffle Prize at Expo
- \$450 for room rental and entertainment at Sweethearts Dance

CERTIFICATION AND COMPLIANCE STATEMENT

APPLICANT:

I hereby certify that the information contained in this application is true and correct to the best of my knowledge and that I have read the policies and requirements of the Santa Rosa County TDC grants program and will abide by all legal, financial and reporting requirements as a condition of receiving grant funds from the Santa Rosa County TDC. Signatures must be original in blue ink.

Name: T.J. Goulet

Organization: Navarre Beach Snowbirds Club


Signature

4/26/2016
Date

Please return the original plus (4) four copies of the Application and the Certification & Compliance Page by **5 p.m. Tuesday, May 31, 2016** to:

Santa Rosa County Tourist Development Office
ATTN: Grants Program
8543 Navarre Parkway
Navarre, FL 32566

Application Check List

- ☒ Completed application (pages 4-9)
- ☒ Signed certification and compliance form (page 10)
- ☐ Copy of event license (if any)
- ☐ Copy of event permit (if any)
- ☐ Copy of event insurance (if any)
- ☐ Copy of liability insurance
- ☒ Anticipated budget, including detailed expenses and revenue
- ☒ Original and four copies of your complete application package (all items listed above)